Celebrating 70 AMAzing Years

AHMEDABAD MANAGEMENT ASSOCIATION®

VS Pandya Sahitya Mudranalaya – AMA Centre for Communication

5-Day Certificate Program on
COMMUNICATION UNDER PRESSURE
A PRACTICAL BEHAVIORAL COMMUNICATION WORKSHOP

In everyday life, communication often becomes difficult during moments of stress, when emotions are high, time is limited, or situations are unexpected. These moments can occur at work, at home, or in social settings. This 5-day workshop will assist the participants understand how stress and pressure influence the way we speak, think, and respond, and how to communicate more calmly and clearly during challenging situations. The program focuses on real-life communication behaviour, using practical activities instead of theory-heavy lectures. Every session includes structured activities, guided reflection, feedback, a concise summary, an evaluation sheet, and soft-copy study material for continued learning.

CONTENTS

Day 1 Understanding Difficult Communication Moments
What makes certain conversations unclear; Why communication becomes difficult under pressure; Common reactions people experience in tense situations

Day 2 How Stress Changes the Way We Speak
Impact of stress on voice, thinking, and behavior; Communication habits that appear under pressure; Recognizing personal speaking patterns

Day 3 Observing Ourselves While Communicating
Simple speaking activities to notice changes in clarity and pace; Understanding how others may perceive us; Building self-awareness through practical exercises

Day 4 Handling pressure in Daily Life
Situations that create communication pressure at home and work; Handling interruptions, sudden questions, and disagreements; Recognizing emotional and situational challenges.

Day 5 Practicing Calm and Clear Communication
Applying learning through real-life scenarios; Responding clearly in difficult conversations; Building confidence to handle future situations calmly

FOR WHOM

- Working professionals and managers
- Entrepreneurs and business owners
- Homemakers managing family and social responsibilities
- Educators and trainers
- Students and early-career professionals
- Anyone who feels nervous, rushed, or unclear while speaking in difficult moments

PROGRAMME FACULTY

Ms. Poonam Modi is a Behavioral Communication Coach with over 20 years of multi-industry experience, working across education, leadership development, sales, marketing, and people management. Her work focuses on real-world communication, how people speak, respond, and behave in high-pressure and difficult situations, rather than scripted or presentation-based communication. She has trained and worked with professionals across corporate, educational, and public-sector environments and brings a highly practical, activity-driven approach to her sessions. Poonam is an Acquire Education Certified Trainer and an award-winning Toastmasters speaker, recognized for clarity, structured thinking, and the ability to communicate effectively under pressure. She also had the privilege of being mentored by outstanding public speakers and business leaders, experiences that strongly shape the way she works with participants today. Her sessions are known for being practical, relatable, and immediately applicable, helping participants develop calm, clear, and confident communication in challenging situations.

Programme Dates:
November 23 to 27, 2026
(Monday to Friday)

Duration:
5 Days (Total 7.5 Hours)

Time:
8.00 AM to 9.30 AM

Format:
ON CAMPUS

Programme Fee:
INR 1,500/- (Incl. GST)
Concession for Members 10%;
Patron 20%.

Last Date to Register:
November 22, 2026

Register

For bulk nominations and enquiries, please reach us at:

Mr. Dishank Panchal
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Mobile: 63525 56857
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For enquiries and nominations, please reach us at:
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